



**If you got  
crushed  
in the subway  
with your soft pack**

Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.



**try our new  
hard pack.  
Benson & Hedges  
100's.**

Regular or Menthol

16 mg. "tar," 1.2 mg. nicotine, av. per cigarette, FTC Report, Mar. '78.



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00701-08040 (B)  
"Subway"  
TV Guide  
Lincoln Center Programs  
Playbill  
Stagebill

New York Magazine  
Wells, Rich, Greene, Inc.

Source: <https://www.industrydocuments.ucsf.edu/docs/hyhn0003>

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